

Make Your Dream A Reality:



A Community Group Guide to a
Historic Preservation Project

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Photographs

Cover: Images are of before and after the rehabilitation of the Bonds-Conway House in Camden, South Carolina. Unless otherwise noted, photographs in this publication are from the collections of the State Historic Preservation Office, South Carolina Department of Archives and History.

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Make Your Dream A Reality: A Community Group Guide to a Historic Preservation Project

Dreams reflect current and future unsolved problems and rehearse their possible solutions. — Alfred Adler

Many successful building rehabilitation projects begin with no more than a dream — a vision of what a building once meant to the community and what it can mean again. With much hard work and determination the dream of returning a historic building to a productive member of the community can come true. Like most attainable dreams, success does not come overnight. Rehabilitating a building requires restraint and a dedication to doing it right.

The guidance found in this booklet is intended to provide a path to your dream's reality. In it, you will find critical steps that will help ensure your project's success. This booklet provides guidance on organizational and public relations issues, when to include and how to use professional services, determining the use(s) for your building, fundraising, and tips for conducting historical research. Tailor the following steps to the needs of your rehabilitation project. It may not be necessary to complete all of them.

Organize

Form a tight core group of interested citizens who are passionate, committed,

and have a vision for what the building can become for the community. These should be people willing to volunteer their labor, materials and money. From this core group other groups may be established in the future to serve more specific needs as the project progresses. This core group will share the responsibility for seeing the project to completion, so be sure to gather the right personalities for the purpose. People to consider including in the core group are

- ◆ The current owner(s) of the property
- ◆ Leaders of the local historical society or similar organization
- ◆ The mayor or other city/county official
- ◆ Ministers
- ◆ Business people
- ◆ Local school officials, and
- ◆ Someone with a public relations background

Most importantly, the people serving in this group should have a passion and vision for saving the building.

This core group is tasked with developing a general mission statement. The mission statement explains the organization's vision to both those inside and outside the group. It is a guide for

determining the group's goals and should be referenced when making major decisions about the course of the project. The mission statement, while written, is not set in stone. As the group evolves so should the mission statement. It can be a few sentences long or include the goals and vision for the group as well. For a discussion on whether and how to establish the organization as a nonprofit refer to the "Seek Nonprofit Status" section found on page 10.

For More Information

McGhee, Mary. "Guidelines for Developing a Mission Statement and Bylaws." See Appendix A; also available online at www.casagordita.com/bylaws.htm.

Appendix A also includes examples of mission statements from various organizations.

Identify Immediate Threats to the Building

Determine if there are any immediate threats to the building. These may include demolition, neglect, or vandalism. If the building is slated for demolition due to impending development, contact a local government official and the State Historic Preservation Office to learn if there is any local or federal protection.

Neglect can lead to deterioration of the building as a result of the loss of structural integrity. It is just as serious a threat as demolition. Without proper maintenance, a building will inevitably fall. If your building

is dilapidated or uninhabitable, consult with a historic architect or preservation professional to determine what preventative measures can be taken to stabilize the building and retard deterioration while allowing time to decide on a use for the building and to raise funds for the completion of the project. The most critical need is to stop water from penetrating the building. Taking the time now can save money and heartache in the future.

Securing the building may also ward off vandals. The more activity that is seen around the building the less opportunity there is for vandals to attack. Establishing a group of volunteers who will patrol the property regularly may also be a necessary step.

For More Information

The South Carolina State Historic Preservation Office can be reached at 803-896-6178 or you can learn more about its services and programs at www.state.sc.us/scdah/histrcpl.htm.

Park, Sharon, AIA. *Preservation Brief #31: Mothballing Historic Buildings*. National Park Service, 1993. Available on the National Park Service website at www.cr.nps.gov/hps/tps/briefs/brief31.htm or contact the State Historic Preservation Office at 803-896-6178 to request a copy.

The Crisis Handbook. Preservation Pennsylvania, 1990. This is a free downloadable handbook available at <http://preservationpa.org/resources/crisis/index.php> or to receive a print copy call 717-234-2310.



In addition to erecting a sign along Highway 4 that indicates rehabilitation of the Great Branch Teachers' Home is taking place, the Great Branch Community Center "mothballed" the building by covering all openings with plywood sheets.



The Renaissance Foundation in Columbia is working to restore the Bethel AME Church building as the Renaissance Foundation Cultural Arts Center. While the stained glass windows are being repaired, the Foundation engaged students in the creation of murals to serve as temporary replacements.

Determine Ownership/ Acquire the Property

If you do not own the building, you will need to find out who legally owns it and the surrounding property. If you do not know the current owner but have an address you can find out the person's name and mailing address at your Tax Assessors' Office.

Ideally, the owner will agree to donate the property or sell it to your organization for a reasonable price. If the owner is not interested in preserving the building or selling the property, your challenge will be to convince the person of the value of rehabilitating the building to them and the community. Include the owner in initial discussions about possible uses for the building.

If the owner remains unwilling, your only option may be to make a record of the building with photographs, floor plans, and historical information. Give copies of this information to local libraries, archives, and historical organizations where it will be available to researchers after the building is gone.

Sometimes an organization is faced with an owner who will not sell the property, but will give the building to the group if they will move it off the property. This may be the only way to save a historic building that is being allowed to deteriorate or is threatened with demolition. Proceed with caution, however, and carefully consider the following before committing to move the building:

- ◆ Is it feasible and practical to move the building? For example, a brick building will be harder to move than a frame one and a building in good condition will be easier to move than one in poor condition.

- ◆ Where will you move the building? Will you need to purchase property? Is the new site near the present location of the building? Will the new setting be similar to its historic setting?
- ◆ What will the costs be for preparing the building for the move, moving it, and re-establishing it on a new site?
- ◆ Finally, be aware that the building will inevitably suffer loss to its historic character if it is moved. It will no longer be in its historic setting, and relocation requires the dismantling of chimneys and foundations.

A Word of Caution

If the building is already listed in the National Register of Historic Places, then there are specific steps to take in the moving process for the building to REMAIN listed in the National Register.

For More Information

Curtis, John Obed. *Moving Historic Buildings*. National Park Service, 1975; reprinted 1991 by W. Patram for the International Association of Structural Movers. Send order and payment of \$10.00 to the Publications Department, IASM, PO Box 2637, Lexington, SC 29071-2637.

National Trust Resource Center.
"Information Sheet #6: Moving Historic Buildings." Visit the National Trust website at www.nationaltrust.org/help/downloads/Moving_Historic_Structures.pdf.

"Moving Historic Buildings: Factors to Consider." S.C. Department of Archives and History, 2007. See Appendix B.

Research the History of the Building

Begin to collect a storehouse of information and resources that will allow you to determine and interpret the building's importance within the community.

Interviews

Your best source of information about the building is likely to be the people who have been most directly associated with it or their descendants. Identify these people and schedule interviews with them. Ask them questions about the building itself (When was it built? Who was the builder or architect? What changes have been made?), but also ask questions that will lead to stories about the people who lived, worked, worshiped, or used the building. These stories can help the history of the building come alive as you seek to build support for its preservation.

A Word of Advice

Before scheduling your interviews, become familiar with the basic principles for collecting and recording oral histories. Identifying people to interview, preparing for the interviews, asking the right questions, and recording the information appropriately will be critical to your success.

For More Information

To learn more about how to properly record, archive and obtain permissions for oral histories, consult *Fundamentals of Oral History*, a Texas Historical Commission online publication available at www.thc.state.tx.us/oralhistory/ohdefault.html.

The Nearby History Series is a six-volume publication that helps amateur historians unfamiliar with the wealth of local history resources pursue the larger how and why questions. This series is available from Alta Mira Press at www.altamirapress.com/ or by calling 800-462-6420.



Persons you interview may also have old photographs or papers that will provide information about the building and the people associated with it. Make copies of these records and label them carefully.
Photograph: A.W. Chandler and family, ca. 1910, courtesy of Andrew Chandler.

Written Records and Photographs

The county courthouse, local libraries, historical societies, and archives may include sources of historical information about the building. For example, deeds and wills at the courthouse will help you trace the ownership of the building; libraries may have town and county histories; and historical societies or archives may have records such as old newspapers and city directories, family or church histories, and photographs. The latter are particularly unique as historical documents because photographs graphically detail changes over time and can identify lost features your organization may want to recreate in the finished rehabilitation.

Records at the South Carolina State Historic Preservation Office

The South Carolina State Historic Preservation Office has photographs, architectural descriptions, and historical information on thousands of historic buildings. The Statewide Survey of Historic Properties may include information about your building or it may be listed in the National Register of Historic Places. Both of these record groups are housed at the South Carolina Archives and History Center, 8301 Parklane Road, Columbia. An index to the Survey records is available at www.state.sc.us/scdah/hpsurv/countylist.htm. National Register records are available online at www.state.sc.us/scdah/hphistpropinfo. For more questions or information, contact the State Historic Preservation Office at 803-896-6178.

For More Information

Preservation Hotline #8: Tracing the History of Your Historic Building. S.C. Department of Archives and History, 2007. See Appendix C; also available online at www.state.sc.us/scdah/htln08.pdf or by calling 803-896-6178.

Researching Historic Properties: Internet Resources. Visit the S.C. Department of Archives and History website at www.state.sc.us/scdah/hpresearchres.htm.

South Carolina Local Historical Organizations Directory 2007. Visit the S.C. Department of Archives and History website at www.state.sc.us/scdah/historgs/county1.html or call 803-896-6178 for a particular county inquiry.

Summary of the Building's Historical Importance

After completing your research, summarize the information you have acquired. The summary should describe the history of the building and why it is important to the community. This will help you create compelling brochures, press releases, and other means for building community support and fundraising as the project progresses.

Seek Official Designation

You may want to pursue nominating the building to the National Register of Historic Places if it is not already listed. The National Register is a list of properties significant in our past that is maintained in Washington, D.C. by the National Park Service. In South Carolina the State Historic Preservation Office of the South Carolina Department of Archives and History manages the nomination process.

The first step is to determine if the building meets the requirements for listing in the National Register. The State Historic Preservation Office has a Preliminary Information Form (PIF) you can complete to get the Office's opinion on whether the building meets the requirements. The PIF is available on the South Carolina State Historic Preservation Office's website at www.state.sc.us/scdah/PIFFORM.htm, or you can contact the Office at 803-896-6178 to request a copy.

The National Register nomination form is one that can be completed by anyone, but often people feel it is a daunting task. This is when undergraduate and graduate students can be of assistance. Colleges and universities are greatly underutilized resources. Within the history, public history, African American studies, and historic preservation departments are professors searching for worthy real-world projects in which to involve their students. When seeking help from departments, describe how working on the project can be mutually beneficial. While not all services will be provided free, volunteer and paid student internships are an effective and efficient way of accomplishing some of your organization's goals.

The State Historic Preservation Office also maintains a list of professional consultants who are qualified to prepare National Register nominations. Visit www.state.sc.us/scdah/hpconsultants.htm or call 803-896-6178 to obtain a copy.

Note: If your building is not eligible for the National Register, do not be discouraged. This does not mean that the building does not have value in your community. It simply means that it does not meet the requirements for this particular federal program.

Requirements for the National Register of Historic Places

To be eligible for the National Register a building must:

- ◆ Be at least 50 years old unless it is of exceptional importance
- ◆ Possess importance in American history, architecture, archaeology, engineering, and culture at the local, state, or national level
- ◆ Maintain its historic "integrity." This means the building retains its basic historic appearance and materials.

Whether or not the property is eligible for the National Register, you may also want to explore participation in other recognition programs. The State Historical Marker program is one such option. These markers are placed alongside public roads to indicate the site of a significant event or property. The markers provide a brief description of the site and its historical significance. While there is a cost associated with a marker, it is a great public educational and marketing tool. You may also want to investigate whether your town offers local designation and determine if the building meets those requirements.



Community members and supporters gather for a marker unveiling dedicated to Capt. Samuel Earle (Oconee County).

For More Information

Visit the S.C. Department of Archives and History website at www.state.sc.us/scdah/natlregs.htm to learn more about the National Register of Historic Places program or for more about the State Historical Marker program visit www.state.sc.us/scdah/historic.htm.

S.C. Department of Archives and History. *The National Register of Historic Places*. See Appendix D.

Preservation Hotline #1: How to Nominate a South Carolina Property to the National Register of Historic Places. S.C. Department of Archives and History, 2007. See Appendix D; also available online at www.state.sc.us/scdah/htln01.pdf.

S.C. Department of Archives and History. *The State Historical Marker Program*. See Appendix D.

Identify Your Target Audience

Once the building is secure, begin to identify your target audience. This group is composed of people already encountered through your historical research and also those you want to excite about becoming involved in the project. Learn and understand their key values and relate to them using these values as a basis.

Also form alliances with others who may not have as direct a connection with your building, such as a local neighborhood association, city and county officials, preservation professionals and advocates, local and county historical organizations, local utility companies and large businesses in the area. How to generate interest from these groups is discussed later in the “Build Community Support” section on page 12.

Here are some examples of building types and related audiences:

- ◆ Schools: alumni, faculty and staff
- ◆ Homes: former residents and their descendents, neighbors
- ◆ Churches: clergy and members (current and past), neighbors
- ◆ Retail establishments: past owners and clientele

For More Information

National Trust for Historic Preservation. *Historic Schools: A Roadmap For Saving Your School*. This online publication provides a wonderful overview of how to save a building. The “Understand the Perspective of the Educator and the Community” and “Organize Stakeholders” sections provide an in-depth discussion of how to identify and gain the interest of your target audience. Available online at www.nationaltrust.org/issues/downloads/school_study_roadmap.pdf.

Determine a Use for the Building

If the building is vacant, you will need to find a new use to justify the expense and time that will be involved in its rehabilitation. A new use should be

- ◆ **Sustainable.** The use needs to meet a community need and be economically viable. For example, does the community need a senior citizens center, a library, or a community meeting space? You will also need to determine if you can continue to fund the expenses associated with that potential use.
- ◆ **Compatible with the historic building.** You do not want to damage or destroy the historic character that makes the building special. For example, adapting a historic school building to a Head Start center would require minimal alterations,

but adapting the same building for use as a theater would require major changes to the floor plan.

The organization should generate some ideas for new, sustainable uses for the building, but those will be difficult to implement without broader support. Gathering input from community members for potential uses is highly recommended. This will not only generate ideas, but also help generate future support for the project. Methods for gathering input range from editorial letters requesting information to community meetings in which current and projected images of the building can be used to illustrate the possibilities and what needs to be done.

A more formal method that identifies community interest as well as potential sustainable uses and organizational partners is the feasibility study. While it is an expense, it is a step that can be supported by grant funding. There are advantages to a formal feasibility study. The amount and variety of information received is invaluable. As it is conducted by an outside source, interviewees often feel they can give more honest answers than when interviewed by a neighbor. Likely results are

- ◆ A better understanding of your core supporters and what others need to know to become supporters
- ◆ A financial estimate of community support for the project. This may determine how the organization proceeds with the project (i.e. phased or all at one time) or if there is enough community support to proceed at this time. If it is the latter, more may need to be done publicly to make the case for the building's rehabilitation.
- ◆ Knowledge of specific community needs that currently are not being met and the building could serve, and



The Dr. Charles E. Murray Historical Foundation of Greeleyville is planning the rehabilitation of the McCollum-Murray House. The nearest library is 13 miles from the town and students have no place to go for homework help and access to the internet. The restored McCollum-Murray House will provide internet access and other resources for students after school and for senior citizens. Artifacts associated with Dr. Murray, a prominent African American educator, will also be displayed in the house. Photograph courtesy of Gertrude Williams.

- ◆ Identification of potential donors/partners and grants available of which the core group may not have been aware. Whatever method you choose, ask and encourage feedback and invite others to join in the efforts to save the building. For this discussion you may also want to include city and county officials. In some cases, community needs correspond to city and county needs as well. Partnering with them may make the project more financially feasible.

A Word of Caution

Be mindful that while a museum may seem to be a great new use, it is extremely difficult to fund and maintain. Artifacts must be properly stored, preserved, and archived, requiring climate control systems and staff. As more and more community museums are created, the funding for these nonprofits becomes increasingly competitive. Without an endowment or wealthy benefactor, it will be difficult to keep the doors open.

For More Information

National Trust for Historic Preservation. *Feasibility Assessment Manual for Reusing Historic Buildings*. The cost for this 108-page publication is \$40.00. You can order a copy through the National Trust's website at www.preservationbooks.org or by calling 202-588-6296.

Seek Nonprofit Status

The majority of grants and loans for rehabilitation projects are available only to nonprofit organizations or public agencies. Ideally, your organization already has 501(c)3 status, but if not, it might be more advantageous to partner with an established nonprofit such as a local historical organization or a local government because achieving 501(c)3 status is a time-consuming and laborious process. The South Carolina Association of Nonprofit Organizations suggests five alternatives to starting a nonprofit:

- ◆ **Study the list of nonprofits already active in the same area.** Join their efforts as a volunteer, board member or even staff.
- ◆ **Analyze the list of nonprofits already active in the same area, identify the three most compatible with your ideas and meet them to explore creating a special project or initiative — and negotiate your involvement.**
- ◆ **Explore the list of national organizations in the area of your interest.** See if a local

chapter is needed in your geographic area.

- ◆ **If your effort will be quite local and small, consider forming an unincorporated association or club.** Have meetings and activities but skip the reporting requirement (an option for groups with an annual budget of under \$25,000).
- ◆ **If you are considering creation of a group to finance activities or needs of others (scholarships, family emergency funds for a specific population, etc.) explore sponsorship of the fund by the community foundation or other organization.**

But if it is still more advantageous to form a nonprofit, formalize it by establishing board and committee roles. At a minimum, formal offices should be a president, vice-president, secretary, and treasurer. Recruit a diverse group of people to fill the positions. As a part of this formalization process, establish an organizational mission, goals, and bylaws. Also, establish appropriate committees as necessary. Some examples are fundraising, research, and membership recruitment. It may also be important to create a communications/public relations committee and have that committee chair be someone who has a communications background or experience in public advocacy.

With this framework in place, the first action is to determine the goals of the organization and project. These goals will be based upon the end use(s) of the building, the number of staff and volunteers available, the amount of time needed to accomplish the goals, the cost, the historical material that has been gathered, and your organization's ability to maintain the building once the rehabilitation is completed.

For More Information

Visit the South Carolina Association of Nonprofit Organizations (SCANPO) website at www.scanpo.org or contact SCANPO at 800-438-8508. The online resource center includes FAQ's and some free downloads.

Starting a Nonprofit: With information about Board of Directors, Questions and Answers and Links to Internet Resources is a free downloadable guide offered by SCANPO. It can be accessed at <http://scanpo.org/pdf/Starting%20a%20Nonprofit.pdf>.

Visit the Internal Revenue Service website at www.irs.gov/pub/irs-pdf/p557.pdf or call the IRS at 877-829-5500 for nonprofit concerns or questions.

McGhee, Mary. "Guidelines for Developing a Mission Statement and Bylaws." See Appendix A; also available online at www.casagordita.com/bylaws.htm.

Visit Board Source at www.boardsource.org/ for more information on board development. They provide training sessions, workshops, and an annual conference. You can also contact them by calling 202-452-06262 or 877-892-6273.

Solicit Support From Public Officials

A civic-minded image is of great importance to local, county, and state elected officials. Their support can be of immense value as an endorsement of the need for the project. They may be able to direct your organization to sources of funding or other assistance.

In the best of circumstances, someone within your organization already has a good relationship with an official, but in the case that this is not true and a personal introduction is not possible, an introductory letter should be written to the official. In the initial letter, NEVER request funding.

The letter to the official should be no longer than one page and include:

- ◆ The name of the building and its address or locational information
 - ◆ The name of the organization and a brief statement of its mission
 - ◆ A brief history of the building and why it continues to be of importance to the community
 - ◆ A brief statement of why the rehabilitation of the building is important to the community and therefore the official (i.e. what service/ need the rehabilitated building will fill in the community and why it is a good project to sponsor)
 - ◆ A brief statement of what has been done so far. Use this as an opportunity to display the personal and community investment in the project.
 - ◆ A request to meet in person to discuss in more detail the vision for the rehabilitated building and how the project will progress over the next year, five years, etc.
- For a sample letter, see Appendix E.

The official needs to see your organization's passion for the building and how that is reflected in the community support and organization. The formal meeting allows for this "feeling out." Be proactive in this process. Allow a week before calling the official to ensure they received the letter and to request a time to meet. Be sure to send a "thank you" note after the meeting in appreciation of the consideration of the organization's request for participation. Cultivate this relationship by providing the official with personalized status reports on your organization's progress.

Build Community Support

A good communications campaign will educate, excite, and update the community on the progress of the project. It serves to cultivate volunteers and create a fundraising base. The campaign should be centered on a clear and concise statement of the organization's mission, goals, and the benefits of your project to the community. Some basic strategies to employ in building community support are good media and public relations, the use of interactive media and positive personal interactions.

Media and Public Relations

The most important strategy to an effective communications campaign is a positive media relationship. There should be one person from within the communications committee whose responsibility it is to develop a media list for press releases and to provide facts and information to the media while working within media deadlines. A good media relations program involves publicly thanking the media for their support, recognizing their efforts, and inviting them to meetings.

Incorporating the community early in the project is key. The earlier the "buy-in" from the public the more likely the project will be a success. An efficient and inexpensive way of creating dialogue about and generating support for the project is to submit an editorial letter to the local newspaper that includes the goals of the organization, a brief history of the building's importance to the community and a concise reasoning for the building's preservation. In this letter or a subsequent letter you may want to solicit information and materials for use in documenting and interpreting the history of the building. Use editorial letters to highlight new partnerships and to inform the community on the progress being made. Press releases are also an effective way to



Assembled for a presentation of a \$25,000 check from the South Carolina Department of Parks, Recreation and Tourism for the restoration of the Great Branch Teachers' Home are, front row from left, Sen. Brad Hutto; Barbara Johnson; Eartha Ameker; Frank Young, chairman of steering committee; Jervey Kennerly, president of the Great Branch Community Center; Rep. Jerry Govan; back row from left, Rosa Kennerly, grant coordinator; Ben Blume; Ruth Waller; James Johnson; Ivory Young and Leah Brown, African American Programs Coordinator, S.C. Department of Archives and History. Photograph is courtesy of the The Times and Democrat.

inform the public of fundraising events and other activities of the organization.

Use of Interactive Media

Another avenue for creating awareness about the project is to develop a website. If you are partnering with the city or county, there are often ways to establish a page within their website. Your website does not have to be complicated or flashy but it must provide people with information about the organization and provide a reason to return to the website frequently. Other items to include in a website or as stand-alone publications are brochures, newsletters, and articles.

For More Information

For an example of how an organization partnered with an existing agency visit the Jacksonville Community Commission, Inc. (JCC) website at www.midlandvalleyarea.com/sweetpotatofestival.html. It advertises their Sweet Potato Festival and the JCC's historic headquarters, the Jacksonville School.

For an example of how an organization developed its own website and uses it to inform the community about the project's progress and to cultivate donors visit the Renaissance Foundation's website at www.renaissancefoundationsc.org/. The Foundation is working to rehabilitate Bethel AME Church in Columbia.

The Myrtle Beach Colored School is a great example of the result of a community, local government, and private partnership. Visit <http://myrtlebeachcoloredschool.video2edit.com/> to learn how a preservation project blossomed into much more and how the website is used to promote The Myrtle Beach Colored School Museum and Education Center's mission and services.

Positive Personal Interactions

The responses elicited from media involvement are good for generating a mailing list, but more personal interactions are just as effective and more crucial to the project's success. It is important to get on the agendas of city and county meetings where the spokesperson can persuasively inform the community about the organization's efforts and encourage participation. Other ways members can help generate support and aid in the development of a mailing list are to announce the organization's efforts to their church congregations, other civic groups and at neighborhood meetings.

Do not be shy about engaging the public. Plan door-to-door visits in the community where the building is located. Organize community meetings to update people

on the progress of the project. Have case studies of successful projects to help people envision the potential for the building. Provide a day for tours of the building in which organization volunteers explain the historic charm and significance of the building in a more intimate and emotional setting. Many times a visit to a historic place does far more in shaping a person's opinion than viewing pictures.

Effective Ways to Engage the Public

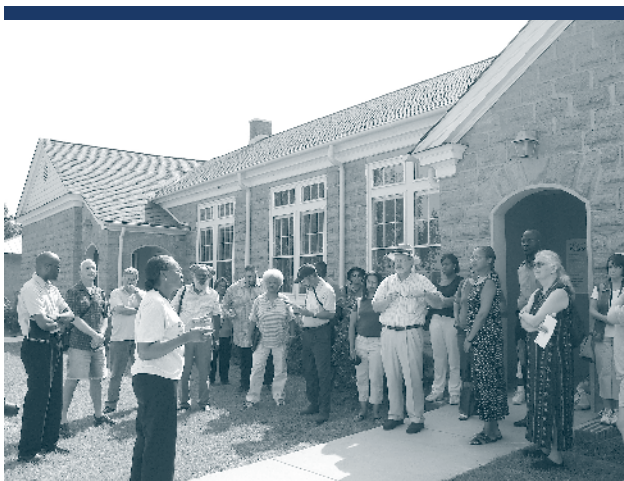
Editorial letters, press releases, a website, and personal announcements and visits are easy ways to inform the public about the project.

For More Information

Fritz, Joanne. "Top 10 Tips for Local Media Relations." See Appendix F; also available online at <http://nonprofit.about.com/od/nonprofitpromotion/tp/localmedia.htm>.

Building Support through Public Relations: A Guide for Nonprofit Preservation Organizations. National Trust for Historic Preservation, 1992. The cost for this 28-page booklet is \$6.00. You can order a copy on the National Trust's website at www.preservationbooks.org or by calling 202-588-6296.

National Trust for Historic Preservation. *Historic Schools: A Roadmap For Saving Your School.* It contains two sections entitled "Make a Case for Renovation" and "Develop a Communications Campaign" that walk you through the process of building community interest and support. Available online at www.nationaltrust.org/issues/downloads/school_study_roadmap.pdf.



Willa Lanham of the Bettis Academy Heritage Corridor Team speaks to a group about the historic Bettis Academy and Junior College in Edgefield County while in front of the Biddle Hall Museum.

Create a Work Plan

With a set of goals, you can develop a work plan that provides everyone with a clear set of priorities for completion of the rehabilitation. It describes the work that needs to be done, the phases needed to complete the work, the number of volunteers and staff needed for each phase, what phases will require a professional, and an estimate of how much each phase will cost. Basically, the work plan prioritizes rehabilitation activities (with the input of the project professional) so that the work done in Phase I leads logically and seamlessly into Phase II, etc.

One necessary document that should be included in the work plan is a conditions assessment of the building. Professionals or qualified and interested graduate students can produce this document. It contains a description of the building and its current conditions, details any deficiencies, and may provide recommendations for repair or at least refer to the appropriate professional for the specific repair recommended.

For More Information

While the Master Plan outlined by the Texas Historical Commission pertains to efforts to preserve county courthouses, the outline is a good example of what to include in and how to structure and prepare a work plan. It is available online at www.thc.state.tx.us/courthouses/chthcppmp.html.

The Renaissance Foundation's website is a good example of how an overview of a work plan can be used as both an informational and promotional tool. It contains information about their purposes and progress to date. Visit www.renaissancefoundationsc.org/CenterInitiative.html.

The South Carolina Department of Archives and History published a document entitled *South Carolina's Historic Cemeteries: A Preservation Handbook*. It is no longer in print but can be accessed at www.state.sc.us/scdah/hstcm.pdf. Beginning on page 13 is the section "Developing a Master Plan" that can be adapted to any preservation project.

Hire a Preservation Professional

Before hiring anyone to plan or begin repairs on the building, it is critical to educate yourself about sound rehabilitation practices for historic buildings. This will give you a frame of reference for interviewing architects, contractors, carpenters, brick masons, and others.

Hiring experienced preservation professionals (contractors, architects, engineers, etc.) can help preserve the historic integrity and character of your historic building. Often, those without preservation experience will want to throw away much of the historic material in favor of new and often synthetic materials. But what they do not understand is that in many cases the historic materials are

salvageable and are of better quality than materials produced today.

A Word of Advice

Even if there are people within the organization who are willing to donate their services and physical labor, it is still important to have a professional oversee the project.

Before hiring a professional, check references. Ask about prior experience with historic buildings and request client contact information in order to get the client's opinion of the job that was done for them. The following steps are adapted from Hallmark Homes, Inc.'s suggestions for finding a professional contractor. These steps may also apply to hiring other professionals:

- ◆ **Choose a contractor through personal recommendations.**
- ◆ **If you can't find a personal reference, ask local building supply dealers to recommend reputable contractors.** If there are completed historic rehabilitation projects in your area, contact the related organizations for referrals.
- ◆ **Ask each contractor for a list of successful historic building projects.** Also request the names and phone numbers of clients associated with those projects. If possible, visit these sites to gauge the results for yourself.
- ◆ **Choose at least three (3) contractors for a formal bid request. Give each one the same plans and specifications.** This is a particularly important step if the organization plans to seek grants. Many government and private granting agencies may require that project professionals be chosen through a competitive selection process.

- ◆ **Chemistry with your contractor is critical — this person may be in your midst for several months, and you may haggle over difficult issues.**
- ◆ **Ask whether the contractor will be working only on your job or managing multiple projects at the same time.** You want to try to ensure that there will not be any unnecessary delays due to scheduling conflicts with other projects. Consider adding construction supervision to the historic architect's scope of work unless someone within your organization has this expertise and experience.
- ◆ **Find out whether the contractor will supervise your job on-site or appoint a foreman to oversee the job.** If so, is the foreman qualified to make decisions sensitive to a historic building. Ask for this person's credentials as well.
- ◆ **When you've made a selection, ask to see the contractor's license and double-check insurance coverage.** If these cannot be produced for you, continue your search.

Once the physical rehabilitation process begins, be involved. Routinely visit the site to make sure that they are doing the job according to the specifications laid out in the contract and rehabilitation plan. While the historic architecture consultants at the State Historic Preservation Office cannot serve as architects on a project, they can provide information and advice.

For More Information

To learn more about sound preservation practices refer to “Internet Resources for Rehabilitation Projects,” a list of practical resources, found in Appendix G.

The State Historic Preservation Office can also provide information and advice. Visit the Archives and History website at www.state.sc.us/scdah/hptechassist.htm or call 803-896-6174 or 803-896-6199.

South Carolina State Historic Preservation Office. “List of Project Professionals — Historic Architects.” Available online at www.state.sc.us/scdah/hpconsultants.htm or by calling 803-896-6178.

The website of the National Park Service includes guidance on rehabilitating historic buildings including:

- ◆ Electronic Rehab: An Interactive Web Class on the Secretary of the Interior’s Standards for Rehabilitation www.cr.nps.gov/hps/tps/e-rehab/index.htm
- ◆ A Checklist for Rehabilitating Historic Buildings www.cr.nps.gov/hps/tps/cheklist.htm
- ◆ Preservation Briefs www.cr.nps.gov/hps/tps/briefs/presbhom.htm
Note: A list of the Preservation Briefs is included in Appendix G.

National Trust for Historic Preservation. “Information Sheet #32: Working with Contractors and Architects: Finding Supplies and Furnishings; Interior Design and Decorating.” It provides tips on choosing an architect or contractor along with advice on how to obtain historic hardware and products. It is available online at www.nationaltrust.org/help/downloads/Contractors_Architects_Supplies_Interiors.pdf.

See Appendix G for examples of general questions to ask contractors, architects, and other professionals along with a list of internet resources with sample questions.



Top Several poorly made and laid mortar patches result in damage to the brick and a sloppy appearance.
Above Note that poor work may occur over time. In this case, the lack of maintenance has caused the loss of significant features (an upper and storefront cornice). Active work resulted in the loss of the historic windows and the closure of other openings. The historic storefront has also been replaced by a modern storefront not in character with the historic architecture of the building.

Secure Funds

The work you have done to this point will be invaluable in helping you obtain funds to help with rehabilitation costs. For example, the following will be critical to your success:

- ◆ A compelling statement of the historical significance of the building within the community
- ◆ A strong organization that is committed to the project
- ◆ A clear description of how the building will be used and how it will meet community needs
- ◆ Evidence of community support for the project, and
- ◆ A work plan outlining the phases of the project with cost estimates for each phase.

You will undoubtedly need to seek funding from a variety of sources to obtain the funds necessary for your project. These sources will generally include fundraising events and products; support from foundations, businesses, and individuals; and grants.

Fundraising Events and Products

Many groups sponsor special events and sell creative products to raise funds. These activities will not bring in most of the funds you will need, but they can be invaluable in building community awareness and support. Special events can include banquets, parties, receptions, festivals, tours, auctions, and shows. Products can range from T-shirts to Christmas ornaments to note cards to renderings of your restored building.



Mabel Dickey proudly displays a fundraising t-shirt that debuted at the 2006 Mt. Zion Rosenwald School Reunion Banquet in Florence.

A Few Words of Advice

- ◆ Brainstorm ideas for events and products. Consult organizations in other communities for ideas and lessons learned.
- ◆ Be realistic; select activities that are feasible for your organization to plan and implement given your funds and number of volunteers.
- ◆ Begin planning at least 6 months before the event; allow more time for a larger event.
- ◆ Keep the expenses low. Try to get needed items donated so that the money raised goes to the project.
- ◆ After an event, evaluate its success, including attendance, members recruited, and funds raised.

For More Information

Rubman, Kerri. *Successful Fund-Raising Activities for Preservation Organizations*. National Trust for Historic Preservation, 1993. The cost for this 28-page booklet is \$6.00. You can order a copy on the National Trust for Historic Preservation's website at www.preservationbooks.org or by calling 202-588-6296.

Support from Foundations, Businesses, and Individuals

The National Trust publication, *Quest for Funds Revisited: A Fund-Raising Starter Kit*, outlines 6 basic tenants for fund-raising:

- ◆ **Do your homework; learn the interests of each potential donor.** You will need to make a connection between the donor's close personal interests and your project.
- ◆ **Offer your project as a philanthropic investment opportunity.** Promote your project as an opportunity to invest in and build a healthy community — not as charity.
- ◆ **Treat donors as partners.** Keep your donors informed about your progress and involve them in your activities.
- ◆ **Use donors to reach other donors.** Ask satisfied donors to make personal appeals to potential donors within their business or social network.
- ◆ **Be accountable and ethical.** Donors must be assured that your organization can successfully manage its resources.
- ◆ **Never give up.** A "no" response to a request for funds does not have to be final. Perseverance and progress on a well-managed project can often overcome initial donor reluctance.

People give to people.

"The best fund raisers we know do not think of themselves as fund raisers. They spend very little of their time actually talking about or asking for money. They pour their creative energy into recruiting friends and supporters, especially those capable of making a leading gift."

— Joe Breiteneicher

Quest for Funds Revisited: A Fund-Raising Starter Kit

For More Information

Breiteneicher, Joe. *Quest for Funds Revisited: A Fund-Raising Starter Kit*. National Trust for Historic Preservation, 1983, revised 1998. The cost for this 20-page booklet is \$6.00. You can order a copy on the National Trust's website at www.preservationbooks.org or by calling 202-588-6296.

The Foundation Center serves to link nonprofits to grantmakers. Visit the Center's website at <http://foundationcenter.org/> to learn about its services and regional locations. You may also contact the Center at 212-620-4230 or 800-424-0836.

Grants

The first step in applying for grants is to research different programs to identify grants that might meet your needs. For each grant program determine

- ◆ Types of organizations that are eligible for the funding
- ◆ Types of projects that are funded
- ◆ Size of the grant awards and match required, and
- ◆ Timelines for applications, awards, and project completion

There are several grant programs for historic preservation projects, but the funds are very limited. You should also search for grant programs that relate to the new use you plan for the building. For example, a neighborhood center may be eligible for a federal Community Development Block Grant.

A Few Words of Advice

You will generally need to pursue other fund-raising strategies before applying for grants because most grants require your organization to match the grant with other funds. For example, a grant for a \$20,000 roof replacement project that requires a 50/50 match would require your organization to provide \$10,000 to match a grant of \$10,000. (Note: Some programs will allow you to use donated services for the match.) Many grants are reimbursable. With these grants, you must pay the architect or contractor and get reimbursed from the granting agency.

After you have identified a grant program that seems to be a good fit for your project and have a copy of the application, contact the granting agency to discuss your project with the staff. They can answer questions and may be able to provide advice that will strengthen your application. To get a clearer idea of what the granting agency is looking for in an application, ask if they will share a successful grant application with you. Some organizations may agree to review draft applications. Do NOT wait until a few days before the grant application deadline to call; this could reflect poorly on your planning and management abilities.

Carefully read the instructions for the application and complete each section, but be concise. It is critical that your completed application make a clear case for how your project meets the criteria or goals for the grant program. Typically the granting agency will use these criteria or goals to rank the applications and decide which should be funded.

Get someone to review and proof the application before you mail it. Mathematical errors in the budget or failure to answer questions reflects negatively on your application. Plan ahead to ensure your application is received by the deadline. Remember that the granting agency will judge

your ability to manage a grant by your success in meeting the application requirements.

For More Information

S.C. Department of Archives and History. "Grant Programs for Historic Preservation Projects." See Appendix H.

The State Historic Preservation Office has created *A Financial Incentives Guide for South Carolina's Historic Resources*, which includes sources of financial assistance for historic preservation projects. The guide is available online at

www.state.sc.us/scdah/hpfinancialincent.pdf or you can contact the State Historic Preservation Office at 803-896-6178 to request a paper copy.

The Advisory Council on Historic Preservation has created an online guide to financial incentives for historic preservation projects. *Sources of Financial Assistance for Historic Preservation Projects* emphasizes federal funding, but also touches upon state, tribal, local, and nonprofit funding opportunities. The guide is available at www.achp.gov/funding.html.

The South Carolina State Library has developed a list of *Grant and Funding Sources on the Web*, a general guide to a variety of grants and other sources of funding, including a directory of foundations. The information is available at www.statelibrary.sc.gov/grants or you can call 803-734-8026.

See Appendix H for "South Carolina Archives and History's Top Ten Tips for Getting Money."

A Few Words of Advice

Many novice grant applicants successfully write grants, but if after reviewing the above information the task still feels challenging, you may want to hire a professional grant writer. To learn more about how to hire a grant writer visit www.grantexperts.com/services/service_questions.htm for a list of tips.



The McGrath-Scheper House (constructed in the 1850s) in Beaufort sat abandoned for 28 years before Historic Beaufort Foundation secured a long-term lease and grant funds from South Carolina Department of Archives and History and Beaufort County, allowing them to stabilize the building and make much-needed repairs. The Foundation plans to open the house for tours in 2008.

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever does. — Margaret Mead

One Final Note

The rehabilitation of any historic structure is a long process requiring the coordination of a number of different entities. Be prepared for the long haul. There will be periods of rapid progress followed by periods of relative inactivity. These times can feel frustrating, but press on. There will be those who neither understand nor support the efforts of the organization. Anticipate their arguments and be prepared to respond with a well-researched and thoughtful answer.

Most importantly, leave personal feelings and personalities out of the argument. The presentations should include factual and persuasive statements to counter the opposition. While not wanting to appear fanatical or hysterical about saving your historic resource, do not be bullied by the opposition. Remain flexible, but present a clear stand on the issues when faced by opposition.

Understand that organizational leaders and volunteers will come and go as they “burn out” and this is a normal process. Creating a positive and productive environment is the key to both their retention and eventual replacement. Establish recognition programs to reward excellent service to the organization. Rotating responsibilities among the board members and volunteers is another successful strategy to help avoid burn out. Inviting members from a successful project to speak to and encourage the organization’s members and volunteers to keep going can be another source of inspiration. Another option is for the members and volunteers to visit a successful rehabilitation to learn what worked for that group and the lessons they learned during the process.

Regularly evaluate your progress as outlined in your work plan. Celebrate your successes and learn from your mistakes. Remember, despite the inevitable obstacles, success is always within reach.

Appendix A

Guidelines for Developing A Mission Statement and Bylaws

Prepared by Mary McGhee
www.casagordita.com/bylaws.htm

Mission Statement

What's the purpose of a mission statement?

A mission statement sums up your organization's reason for being. It explains your intentions, priorities, and values to people both inside and outside the group. It can guide you and help you stay focused on the things that are most important to you. If you ever question whether to take on a project or choose a particular course of action, you can look back on your mission statement and see if the proposal is consistent with it.

How do we create a mission statement?

Start by brainstorming among the members of your group. What are they there for? What do they want to see the group accomplish? What do they want to get out of the group for themselves? What values, standards and goals do they never want to lose sight of?

Write down everything people suggest at first, without debating the ideas. When you've run out of new thoughts, see if you can find some that are similar or have common themes. Try to come up with statements summarizing these concepts. Let people discuss and make adjustments until everyone can agree with, or at least not object to, what you've written.

Have someone put together a draft based on what you've agreed on, and bring it back to the group for final adjustments and approval.

Then what do we do with it?

Your mission statement should be communicated to new members of your group, and to anyone who wants to know what you're all about. You may want to publish it in a brochure, or put it on a web site, or otherwise make it available for people to read. It's a good idea for all members to look back at it occasionally, to remind yourselves of what you're doing there.

Your mission statement doesn't need to be set in stone. In time, your group's experiences, or the input of new members, may cause you to want to revise it. Changing your mission statement should be done with careful consideration, making sure that all your members can have their say about it, and finalized using the group's usual method of making important decisions.

Bylaws

What should we include in our bylaws?

You should consider including the following in your bylaws, if they apply to your group:

- ◆ name of the group
- ◆ dues — what people pay, when and how they pay it
- ◆ meetings
- ◆ when and how often you meet
- ◆ definition of a quorum (the number of members who must be there to do official business and make decisions — usually at least half)
- ◆ who facilitates the meeting, and who takes minutes

- ◆ whether you will use Roberts Rules of Order (a.k.a. parliamentary procedure), or some other procedures for conducting business
- ◆ anything else you want to do at every meeting (i.e. saluting the flag, reading the Twelve Steps, singing the Monty Python Lumberjack Song, etc.)
- ◆ how decisions are made — will you decide by consensus, some form of modified consensus, or majority vote?
- ◆ membership
 - ◆ who can be members, what they have to do to qualify, and what they need to do to maintain membership
 - ◆ how and for what cause a member can be removed from the organization
 - ◆ any requirements and restrictions on the participation of nonmembers at meetings or group activities
- ◆ organizational structure — officers, committees, etc.
 - ◆ officers' titles and responsibilities
 - ◆ committees — what they do, who is on them
 - ◆ how and when officers, coordinators, committee chairs, and/or committee members are selected, and how and for what cause an officer, coordinator, committee chair, and/or committee member can be removed from their position
 - ◆ how vacant positions are filled
- ◆ how the group's finances will be handled
 - ◆ who keeps the group's funds
 - ◆ how that person is to report to the group about money that comes in and goes out
 - ◆ how expenditures are approved by the group
- ◆ how the bylaws, mission statement, and other important documents can be changed

We're all friends here. We're responsible people, and we trust each other. We're never going to disagree over whether a decision was made fairly, and we won't need to relieve someone of their duties, or kick someone out of the group. Why do we need to include all that unpleasant stuff in our bylaws?

Honorable people with the best of intentions can still disagree. Further, your group may not always have the same members. You know the people you're working with now, but what about those who might join later on?

If people understand and agree on the groundrules beforehand, they are more likely to feel they were treated fairly and had a chance to be heard, even if a decision the group makes isn't the one they would have chosen. People will feel safer if they know they have recourse in case they ever do feel something was unfairly or improperly done.

Contingency plans for dealing with problems in the group — a member who isn't following through with his/her responsibilities, or is behaving counter to the group's best interests, values, or ethical standards — work much better if they're made in advance, in the abstract, before specific people and situations are involved. If you wait until that point to decide how to handle a problem, it becomes personalized and more open to charges of unfair bias.

If you're all reasonable, trustworthy people who are willing to put the best interests of the group ahead of your personal agendas, then you may very possibly never need to use these provisions of your bylaws. But people who trust and respect each other so much should be able to make plans for handling conflict that everyone believes are fair and reasonable and something they can live with.

Adapted from Antleader Guidelines #C4: Constitution and Bylaws, published by the Student Activities Office at the University of California, Irvine, who in turn took it from the Student Organization Resource Manual, published by the University of Iowa.

Examples of Mission Statements

The mission of the Historic Columbia Foundation is to nurture, support and protect the historical and cultural heritage of Columbia and its environs through programs of advocacy, education and preservation.

Historic Columbia Foundation
1601 Richland Street
Columbia, South Carolina 29201
803-252-7742
<http://www.historiccolumbia.org/>

The mission of the Avery Research Center is to collect, preserve, and document the history and culture of African Americans in Charleston and the South Carolina Lowcountry.

Avery Research Center
125 Bull Street
Charleston, South Carolina 29424
843-953-7609
<http://www.cofc.edu/avery/>

The National Trust provides leadership, education, advocacy and resources to save America's diverse historic places and revitalize our communities.

National Trust for Historic Preservation
1785 Massachusetts Avenue NW
Washington, DC 20036-2117
202-588-6000 or 800-944-6847
<http://nthp.org/>

The State Historic Preservation Office encourages and facilitates the responsible stewardship of South Carolina's irreplaceable historic and prehistoric places.

South Carolina State Historic Preservation Office
8301 Parklane Road
Columbia, South Carolina 29223
803-896-6178
<http://www.state.sc.us/scdah/histrcpl.htm>



Appendix B

Moving Historic Buildings: Factors to Consider

State Historic Preservation Office
S.C. Department of Archives and History

The State Historic Preservation Office does not encourage moving historic buildings because moving a building always diminishes its historic value. According to the National Park Service,

... the significance of buildings, structures, and objects is embodied in their locations and settings as well as in the structures themselves. Moving a property destroys the relationships between the property and its surroundings. A move may also involve some unavoidable loss of historic features such as landscaping, foundations, and chimneys, as well as loss of the potential for associated archaeological deposits.

In addition, the community from where a building is moved loses an important part of its history.

Sometimes, however, the only way to save a building from demolition is to move it. Moving a historic building should be a last resort. Before considering a move, make sure that all other preservation options have been exhausted. If you decide that a building must be moved in order to save it, the State Historic Preservation Office recommends:

- ◆ Reading *Moving Historic Buildings* by John Obed Curtis.* Moving historic buildings requires considerable expertise. This booklet will alert you to precautions to take and help you plan a relocation process that will cause the least damage to the character and historic fabric of the building.
- ◆ Hiring an architect or contractor with historic preservation expertise and experience to plan the move and to protect and restore the building on its new site. We can provide a list of historic architects, although it is not comprehensive.
- ◆ Developing a budget for moving and restoring the building on a new site. It is important to make sure you have the funds for the move, restoration, and a plan for maintenance before beginning the move.
- ◆ Documenting the building on its original site to help with its restoration on the new site and to make a permanent record of its history. This should include historical research, oral histories, photography, and site mapping.
- ◆ Selecting a setting for the building that is as similar as possible to the original location. The setting should be similar in topography, vegetation, density, and other characteristics. For example, a farmhouse should be placed in a rural setting, and a house originally constructed in a town belongs in a more urban setting.
- ◆ Hiring a moving contractor with knowledge and sensitivity about moving historic buildings. It is important to select a procedure that will cause as little damage as possible to the historic fabric of the building.

- ◆ Locating the building on the new site with the same orientation it had on the old site and re-establish features of the setting or landscape found at the original site such as shrubs, fields, and fences. The setting of a building is usually closely associated with its history and architecture.

Creating Collections of Moved Buildings

The State Historic Preservation Office, the National Park Service, and most historic preservation professionals do not recommend creating collections of moved buildings. Artificial groupings of historic buildings create complexes that never existed in history. They convey a false sense of the historic development of the area in which they are located. Sometimes they can be mistaken for historic districts and can be confusing to visitors, especially children.

If, however, you decide to create a collection of moved historic buildings, we recommend:

- ◆ Selecting only buildings that are in imminent danger of destruction, not buildings that are deteriorated but may have some hope of being saved on their original sites in the future.
- ◆ Developing a detailed master plan prior to moving the buildings. The plan should include the overall philosophy of the project, organization of the buildings on the new site, and interpretation for the complex. The plan should ensure that adequate time is allowed; adequate funding is available for moving, restoring, maintaining, and interpreting the buildings; and qualified professional personnel are involved in the planning and implementation.

- ◆ Developing plans — consistent with the recommendations in *Moving Historic Buildings* — for documenting the buildings on their original sites, selecting new sites, moving the buildings, and restoring them.
- ◆ Planning the interpretation of the complex carefully to ensure that visitors are not given a false sense of history. Make it clear that the buildings were moved to the site.
- ◆ Avoiding moving the buildings to a site that has historical or archaeological significance in its own right that will be damaged or diminished by the intrusion of the buildings.

* Curtis, John Obed. *Moving Historic Buildings*. National Park Service, 1975; reprinted 1991 by W. Patram for the International Association of Structural Movers. Send order and payment of \$10.00 to the Publications Department, IASM, PO Box 2637, Lexington, SC 29071-2637.

Revised August 2007

Appendix C

Preservation Hotline #8: Tracing the History of Your Historic Building

The first step in historic preservation is almost always documentation; that is, tracing the history of the building or other historic resource of interest. Whether your goal is to pursue a nomination to the National Register of Historic Places, to document a historical marker at the site, or simply to satisfy your curiosity about something important to the history of your community, you might need a few tips on where to begin your research and on what types of sources are available. Though these tips focus on buildings rather than other types of historic resources, many of them are applicable to all types.

The Building: Start with the building itself. Examine it carefully, both inside and out. Take precise notes on its current appearance: the building materials, style, and shape, as well as the number and style of windows and chimneys and the appearance and material of the roof. All of these features may be clues to the date of construction.

The Occupants: Another preliminary source of information is the people that have lived, worked, gone to school, or worshipped in or around the building. Talk to the owners or occupants, both current and former, and ask them questions. Who built it? Why? Who was the architect or builder? Have there been any alterations? When and why did they occur? Ask to see and make copies of any old photographs,

papers, etc. that will assist you in determining the history of the building.

The Documents: Many types of documents can help you trace the history of a building — from deeds and tax records in the county courthouse to printed maps and published city directories in libraries or archives. Begin with those outlined below.

♦ **County courthouse records** can provide you with a **chain of title** that will establish the history of the ownership of the property. You will need the name of the current owner and the current address to begin your search at the courthouse. Don't be afraid to ask for help; records storage will vary from county to county and will be found in different offices. For very old properties, you may end up in the county or state archives. Other types of documents that you may be able to locate at the courthouse or in county records include wills and probate records; these can also be of assistance if you have a break in the chain of title. Building permits did not exist until the late nineteenth century, but if you are researching a twentieth century property, these can be valuable. Most importantly, take good notes. Knowing where you got a piece of information, down to the book and page number, will come in handy later. The South Carolina Department of Archives and History in Columbia also has a collection of wills,

deeds, property inventories, and similar records for many South Carolina counties.

- ◆ **Maps** can be particularly useful when researching historic buildings. From the 1870s to about 1950, the Sanborn Fire Insurance Company periodically issued maps detailing the buildings in cities and towns. These color-coded maps show street names and addresses and provide information about the size of a building, its construction materials, the number of outbuildings, and even details about plumbing and electrical systems. Start with the most recent map for your area and work backward; if your building is on one map, but not on the map previously issued, there is a strong possibility it was built in the years between the publication of those two maps. These maps are available at the South Caroliniana Library at the University of South Carolina in Columbia or online at www.sc.edu/library/digital/collections/sanborn.html.
- ◆ **City directories** list the names, addresses, and occupations of adult residents of a city or town, and usually list businesses and addresses as well. Directories usually are organized both alphabetically by last name as well as addresses by street, so the history of a property can be traced through its address, not just through its owner. Note that addresses can change over time, so 123 Main Street may not be at the same location as it was 75 years ago. City directories can often be found in county libraries, historical societies, or the South Carolina State Library or the South Caroliniana Library in Columbia.
- ◆ **Published town or county histories**, though of widely varying quality, often provide valuable information on the development of a city, town, or county. The typical county history will rarely address a particular building unless it was significant to the community as a whole, such as a courthouse, railroad depot, church, or school. Such histories can often be found in county libraries.
- ◆ **The United States Census**, available for every year ending in “0” from 1790 to 1930 (except 1890), provides information about individual households, including the head and size of the household and also (beginning in 1850) information about every individual living in a household, including his or her birthplace, occupation, education, and amount of property owned. Slave schedules for 1850 and 1860 provide information on the numbers of slaves an individual owned. Agricultural and industrial schedules for 1850, 1860, 1870, and 1880 list the types of crops, livestock, and products produced on a farm or plantation and the numbers of employees and types of products manufactured by a business. The South Carolina census records are available on microfilm at the South Carolina Department of Archives and History. They can be found online through www.ancestry.com.
- ◆ **Newspapers** can provide rewarding information if you have the time and patience to review them. They usually are not indexed, however, and you may spend a great deal of time reading the newspaper for little to no information directly related to your search. They are most useful if you can identify a very small period of time to research or a specific date, such as the deathdate of an individual, whose obituary may be a valuable source. They provide information related to the owner or

occupant of a building, the construction and opening of public buildings, churches, or businesses, or major events, such as floods, fires, hurricanes, or other local disasters that might have changed the built environment. Newspapers are usually available in county or university libraries, and local archives or historical societies, often on microfilm. The South Caroliniana Library also has a large newspaper collection.

- ◆ **Architectural plans**, like building permits, are probably not available unless you are working with a relatively recent and sophisticated building. But if they do exist, they can be a marvelous resource, showing detailed floor plans, and measurements and placement of windows and doors.
- ◆ **The State Historic Preservation Office (SHPO) at the South Carolina Department of Archives and History in Columbia** also maintains files on historic properties in the state, from surveys, or preliminary studies of resources in a particular town, city, or county, to nomination files documenting historic buildings, sites, districts, structures, or objects listed in the National Register of Historic Places, the official Federal list of historic and cultural properties significant in American history, architecture, archaeology, engineering, and culture. The South Carolina Statewide Survey of Historic Properties has documented over 60,000 historic resources over 50 years old, while there are more than 1300 listings in the National Register, including more than 160 historic districts, or collections of historic buildings. Survey and National Register files at the SHPO may contain architectural descriptions of a particular historic property, a statement

of its significance, and a photograph or photographs documenting the resource at the time it was designated. An index to survey records is available at www.state.sc.us/scdah/hpsurvey/countylist.htm. National Register records are available online at www.state.sc.us/scdah/hphistpropinfo.htm.

- ◆ **Additional sources** may also be available for the building you are researching. The information you have discovered from the sources listed above will guide more detailed research using family or personal papers, family histories, wills or probate records, historic photographs, church histories, business records, or tax information.

For More Information

Guides to Tracing the History of a Building

The SHPO website includes links to internet resources for researching historic properties at

www.state.sc.us/scdah/hptechassist.htm.

Researching a Historic Property by Eleanor O'Donnell is available on-line at www.cr.nps.gov/nr/publications/bulletins/nrb39 or by contacting the State Historic Preservation Office at 803-896-6178.

This bulletin is intended to introduce the beginner to basic sources and techniques for collecting data to nominate a property to the National Register of Historic Places.

Altamira Press publishes the *Nearby History* series for the American Association for State and Local History. Books in this series include the following titles:

Local Schools: Exploring Their History by Ronald Butchart

Public Places: Exploring Their History by Gerald Danzer

Houses and Homes: Exploring Their History by Barbara Howe, Dolores Fleming, Emory Kemp, and Ruth Ann Overbeck.
Local Businesses: Exploring Their History by K. Austin Kerr, Amos J. Loveday, and Mansel G. Blackford.

Nearby History: Exploring the Past Around You by David Kyvig and Myron Marty
Places of Worship: Exploring Their History by James P. Wind

Architectural History Guides

Blumenson, John J.-G. *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*. Nashville: American Association for State and Local History, 1981.

Gowans, Alan. *Styles and Types of North American Architecture*. New York: IconEditions, 1993.

Harris, Cyril M., ed. *Illustrated Dictionary of Historic Architecture*. New York: Dover Publications, 1977.

Howard, Hugh. *How Old is This House? A Skeleton Key to Dating and Identifying*

Three Centuries of American Houses. New York: Noonday Press, 1989.

Longstreth, Richard. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington, DC: Altimira Press, 2000.

Lounsbury, Carl R. *An Illustrated Glossary of Early Southern Architecture and Landscape*. New York: Oxford University Press, 1994.

McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1989.

Phillips, Steven. *Old House Dictionary: An Illustrated Guide to American Domestic Architecture (1600-1940)*. Washington DC: Preservation Press, 1992.

Poppeliers, John C., et al. *What Style Is It? A Guide to American Architecture*. Washington, DC: Preservation Press, 1983.

Rifkind, Carole. *A Field Guide to American Architecture*. New York: Bonanza Books, 1984.

Appendix D

The National Register of Historic Places

The National Register of Historic Places

The National Register of Historic Places is the nation's official list of historic places worthy of preservation. Over 1,300 historic places in South Carolina — some individual properties, some entire districts — have been listed in the Register. They range from Indian campgrounds dating to 10,000 B.C. to buildings associated with the Civil Rights movement of the 1960s, from grand mansions to modest farmhouses, and from upcountry textile mill villages to Pee Dee railroad towns to lowcountry rice fields. These places link us tangibly to our past and contribute to our understanding of the history of our communities, our state, and our nation.

The National Park Service, under the Secretary of the Interior, maintains the National Register of Historic Places. In each of the states and territories a State Historic Preservation Office (SHPO) coordinates the nomination of properties to the National Register before the applications are submitted to the National Park Service. In South Carolina the SHPO is a program of the Department of Archives and History.

What properties are eligible for listing in the National Register?

Buildings, structures, sites, objects, and districts can be listed in the Register. Generally they must be at least fifty years old, but all properties that are fifty

years old are not eligible for listing. The property must also possess significance in American history, architecture, archaeology, engineering, or culture and retain its historic integrity. This means that the property must not have lost the physical qualities that convey its significance. The National Register Criteria for Evaluation are listed at the end of this brochure.

How does the National Register program encourage the preservation of historic properties?

National Recognition

National Register listing honors a property by recognizing its importance to its community, the state, or the nation. This recognition increases local awareness of the value of historic properties and can validate and spur preservation efforts. In South Carolina, owners of properties listed in the National Register can purchase and display National Register plaques.

Financial Incentives

There are some financial incentives for preserving National Register properties. These include:

◆ **20% Federal Historic Rehabilitation**

Tax Credit: Owners and some lessees of income-producing buildings listed in the National Register may be eligible for a federal income tax credit equal to 20% of their rehabilitation expenses under the Tax Reform Act of 1986.

◆ **10% State Historic Rehabilitation Tax**

Credit: In South Carolina, taxpayers

who qualify for the 20% federal income tax credit may also qualify for a state income tax credit of 10% of their rehabilitation costs under the South Carolina Rehabilitation Incentives Act.

- ◆ **Easement Donations:** The federal Internal Revenue Code also provides for federal income, estate, and gift tax deductions for charitable contributions of partial interests in a historic structure that is listed in the National Register or a “historically important land area.”
- ◆ **25% State Historic Rehabilitation Tax Credit:** Under the South Carolina Historic Rehabilitation Incentives Act, owners who rehabilitate their historic residences that are listed in or individually eligible for the National Register may be eligible to subtract 25% of the costs of many expensive repairs and renovations from their state income taxes.
- ◆ **Historic Preservation Grants:** Organizations, institutions, and government entities that own National Register properties may be eligible for grants for preservation planning projects. If the property is within the jurisdiction of a Certified Local Government, these groups may also be eligible for grants for stabilization and weatherproofing. Certified Local Governments are designated by the National Park Service.

Protection

Federal and state laws encourage, but do not mandate, the preservation of National Register properties. National Register listing results in the following limited protection:

- ◆ **Consideration in planning for federal, federally licensed, and federally assisted projects:** Section 106 of the National Historic Preservation Act of 1966

requires federal agencies to consider the effect of their actions on properties listed in or eligible for listing in the National Register. Federal agencies must consult with the State Historic Preservation Officer or Tribal Historic Preservation Officer (on Catawba tribal lands) when planning projects that involve federal funds, permits, licenses, or property.

- ◆ **Consideration in planning for certain state-assisted projects:** State laws and regulations require the South Carolina Department of Health and Environmental Control (DHEC) to consider the effect of proposed projects on historic properties when deciding whether or not to approve mining permits or Ocean and Coastal Resource Management (OCRM) permits and certifications (in the eight coastal counties). For projects requiring OCRM approval or mining permits, the SHPO helps DHEC evaluate the effect of proposed projects on historic properties that are listed in or eligible for the National Register. State law also establishes a review process for projects involving National Register-listed properties owned or leased by the State of South Carolina. The SHPO works with state agencies to incorporate historic preservation concerns with their needs.

In some communities, local ordinances provide protection for historic properties, but these ordinances are established by local governments; they are not part of the National Register program. South Carolina local governments can designate historic properties and protect them with ordinances whether or not they are listed in the National Register.

Will National Register listing place restrictions on my property?

Owners of private property listed in the National Register have no obligation to open their properties to the public, to restore them, or even to maintain them. Owners can do anything they want to their properties, provided there is no federal involvement (funds, licenses, or permits) and they do not need a state mining permit or a permit or certification from the Office of Ocean and Coastal Resource Management (OCRM), South Carolina Department of Health and Environmental Control (DHEC).

What is the procedure for listing a property in the National Register?

Anyone can prepare a nomination to the National Register. All nominations undergo scrutiny in a process that begins with a preliminary review by the SHPO. SHPO staff provide technical assistance to individuals, organizations, and consultants who prepare nominations. Completed and technically correct nominations are presented to a State Board of Review, which meets at least twice each year. The Board of Review is composed of professionals with expertise in history, architectural history, archaeology, architecture, and other preservation-related fields, and interested citizens. Nominations approved by the Board of Review are submitted to the National Park Service, which makes the final decision concerning whether a property will be listed.

Where can I get more information?

- ◆ Visit the SHPO website at www.state.sc.us/scdah/histrpl.htm. The National Park Service website at www.cr.nps.gov/nr/ also includes much information about the National Register program.

- ◆ Contact Andrew Chandler (803-896-6179 or chandler@scdah.state.sc.us) or Tracy Power (803-896-6182 or power@scdah.state.sc.us).

National Register Criteria

The quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, association, and:

- A. are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. are associated with the lives of significant persons in our past; or
- C. embody the distinctive characteristics of a type, period, or method of construction; represent the work of a master; possess high artistic values; or represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. have yielded, or may be likely to yield, information important in prehistory or history.

Exceptions to Criteria

Ordinarily cemeteries, birthplaces, or graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past fifty years are considered ineligible for the National Register. However, such properties will qualify if they are integral parts of districts that do meet the criteria, or if they can be categorized as:

- A. a religious property that derives its primary significance from architectural or artistic distinction or historical importance; or
- B. a building or structure that has been removed from its original location but is significant primarily for its architectural value or because it is the surviving structure most importantly associated with a historic person or event; or
- C. a birthplace or grave of a historical figure of outstanding importance when there is no other site or building directly associated with the individual's productive life; or
- D. a cemetery that derives its primary significance either from the graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or
- E. a reconstructed building that is accurately executed, is located in a suitable environment, is presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same associations has survived; or
- F. a property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical significance; or
- G. a property achieving significance within the last fifty years if it is of exceptional importance.

Preservation Hotline #1:

How to Nominate a South Carolina Property to the National Register of Historic Places

Nominations to the National Register of Historic Places can be pursued either by the owner of a property or by anyone else who is an interested party. All nominations undergo scrutiny in a process that begins with a preliminary review by the State Historic Preservation Office (SHPO), continues with a review by the South Carolina State Board of Review, and ends with a review by the National Register Office of the National Park Service. For those of you interested in the nominating process, the procedures are outlined below.

1. As a first step, you should request a Preliminary Information Form (PIF) by calling 803-896-6178, or you can print a PIF from our website at www.state.sc.us/scdah/PIFFORM.htm. You should complete the PIF and return it to SCDAH, 8301 Parklane Road, Columbia, SC 29223-4905 along with the required historical documentation, photographs, and maps.
2. The process will begin when the SHPO reviews the information and makes a recommendation on the property's potential for listing in the National Register. This preliminary review is not binding. It merely facilitates requests and discourages the investment of time and money in properties that fall short of the federal criteria.
3. Following the preliminary review, the SHPO will notify you of its recommendation. If the recommendation is negative, the SHPO will discourage you from continuing the process. If the recommendation is positive, the SHPO will encourage you to pursue a formal National

Register nomination. You can prepare the nomination yourself, or you can hire a professional historic preservation consultant to do it for you. Because the SHPO has limited time and staff, it is not able to prepare nominations.

4. If you are preparing a nomination for the Review Board, the SHPO's National Register staff will give you instructions, forms, and guidance. To ensure that your nomination meets the strict standards required by the National Park Service, you should submit a draft to the National Register office at least fifteen weeks before the review date. The staff will examine it and return it to you with suggested revisions. You must revise your draft and return your nomination in final form to the National Register office at least five weeks before the Review Board meeting. The Review Board is made up of historians, architectural historians, architects, archaeologists, and other citizens interested in historic preservation. It holds public meetings two or three times a year.
5. The SHPO will send you an official notification of intent if you are the owner of a property that South Carolina's State Board of Review will be considering for nomination. As the owner, you will have the opportunity to comment on the proposed action, either by supporting the nomination or by submitting an objection to the SHPO. If you wish to object, you must do so in a notarized letter that certifies both your ownership of the property and your objection to the nomination.

6. National Register nominations are presented to the Review Board at its public meetings. Nominations that the Board approves are revised by the SHPO staff, if necessary, then signed by the Deputy State Historic Preservation Officer and forwarded to the National Park Service in Washington. The National Register Office of the Park Service reviews the nominations and has 45 days to approve or reject them for listing in the National Register or to return nominations that are technically or professionally inadequate to the SHPO for correction and resubmission.

7. When the National Park Service approves a nomination, the nominated property is usually listed in the National Register. If the private property owner

(or a majority of private property owners if the property is a historic district), has objected to the nomination, the property will be approved for listing but not entered in the National Register. The Park Service will notify the SHPO of its action on the nomination, and the SHPO will then relay the information to you. You will be issued a certificate and may, as an owner or other interested party, purchase a bronze plaque designating the nominated property as a National Register listing.

The South Carolina Historical Marker Program

The South Carolina Historical Marker Program, originally the South Carolina Highway Historical Marker Program, was authorized by an act of the South Carolina General Assembly in 1905 creating the Historical Commission of South Carolina with authority “to have direction and control of the marking of historic sites, or houses, or localities.” The program was officially established in 1936 when a marker was erected near the site of the Long Cane Massacre near Troy, in McCormick County. More than 1,000 markers have been erected by the program since that time. Since 1954 the South Carolina Department of Archives and History, as the successor state agency to the Historical Commission of South Carolina, has been responsible for the program as part of the Historical Services Division. The enabling legislation creating the Department of Archives and History gave it the responsibility for “the approval of the inscriptions for all historical markers or other monuments erected on state highways or other state property.”

South Carolina Historical Markers mark and interpret places important to an understanding of South Carolina’s past, either as the sites of significant events or as historic properties like buildings, sites, structures, or other resources significant for their design or association with institutions or individuals significant in local, state, or national history. Historic properties individually listed in the National Register of Historic Places are ordinarily eligible for historical markers, as that listing guarantees that a case has already been made for their significance. However, many other places not eligible or not yet nominated for listing in the National Register are also eligible for historical markers. National or statewide significance is not a prerequisite, and many properties of primarily

local significance have already been marked.

In the past, markers were placed along the nearest South Carolina state highway and contained references to the location of the place being marked, usually some distance away. More recently, markers have been erected as close to the historic site as possible, either on state highways and on other public streets or roads.

Without state funding, the Historical Marker program has always depended on the citizens of South Carolina to suggest, document, sponsor and pay for its historical markers, and to maintain them once erected. Markers may be sponsored by historical, patriotic, civic, or other organizations, or by institutions such as church congregations or schools and colleges. Though individuals may not sponsor markers, they may propose and pay for them provided the marker is sponsored by an appropriate local organization or institution.

Program Guidelines

South Carolina Historical Markers are intended to mark historic places and are not primarily memorials to individuals or institutions associated with those places.

Historic properties less than twenty-five years old, associated with events that occurred less than twenty-five years ago, or significant for their association with significant persons who died less than twenty-five years ago will not ordinarily be eligible for historical markers. Any exceptions will only be made on a case-by-case basis after review by the Archives and History Commission.

The sites of significant buildings no longer standing may be eligible for historical markers under the same criteria as other historic properties.

Historic properties or sites closely associated with significant persons may be

marked primarily for that association only if:

- a) the property is the property or site in the state which best represents the individual's community of birth or residence, productive career, association with a particular institution, or association with a significant event, and
- b) no other site in South Carolina closely associated with the individual and marked primarily for that association has already been marked.

Sites of significant events should be marked, when possible, on the nearest public street, county road, or state highway.

Counties, cities, or towns may erect markers based on their establishment or date of incorporation.

Cemeteries may be eligible for a single marker based on their significance to a particular community, significant persons buried there, their association with significant events, or their significance in gravestone art or cemetery design, but individual gravestones, gravesites, or plots within cemeteries will not be eligible for historical markers.

Individual components of a historic property already marked as an entity will not be eligible for historical markers.

Marker Specifications & Prices

South Carolina Historical Markers are made of cast aluminum. The earliest markers, cast from 1936 to 1954, have a circular device at the top center bearing a palmetto tree and "SC". They are gray with raised gray letters or silver with raised black letters. Markers cast since 1954 have a triangular device at the top center bearing the state flag; those cast from 1954 to 1990 are dark blue with raised silver letters, and those cast since 1990 are silver with raised black letters.

City Size Markers, erected in incorporated cities and towns, measure 24" x 36", with one title line (1.5" letters, 17 characters per line) and 18 lines of text (1" letters, 27 characters per line). These markers are available with

either a standard 7' post or a 10' post if required by local governments.

Country Size Markers, erected at all other sites, measure 42" x 32", with one title line (2" letters, 25 characters per line) and 11 lines of text (1.5" letters, 36 characters per line). These markers are available with a standard 7' post.

PRICES AS OF JULY 1, 2006

	Same Text	Different Text
CITY	\$1475.00	\$1625.00
COUNTRY	\$1575.00	\$1725.00

Do not send checks to the South Carolina Department of Archives & History.

When the final marker text is approved by the director the applicant will send payment to:

**Sewah Studios
P.O. Box 298
Marietta, Ohio 45750
888-557-3924
sewah@sprynet.com**

Location of Markers

Markers are usually placed in the right-of-way of state highways or public roads. The precise location of the marker must be approved by the South Carolina Department of Transportation in the case of markers erected on state highways and the chief elected official of a particular county, city or town in the case of markers erected on county or other public roads; when markers are erected on private property the property owner must approve their location. Permissions should be obtained early in the approval process. The Department of Transportation will often erect or assist in erecting markers, and applicants should contact:

**Assistant Director of Maintenance
South Carolina Department of
Transportation
P.O. Drawer 191
Columbia, S.C. 29202**

Marker Texts

Markers may either have the same text on both sides or different text on each side, depending upon the significance of the property being marked and the space required to properly interpret its history. Most markers for properties of national or statewide significance will require two sides of text, and while most markers for properties of primarily local significance will have the same text on both sides, those properties may also require two sides of text. Sponsors may wish to prepare draft texts for both types before making that decision.

Applicants will submit a draft text for the proposed marker, which will be reviewed and revised as necessary by the coordinator of the South Carolina Historical Marker Program for content, style, and space. This second draft text will be sent back to the applicants for their review and approval, and then revised as necessary. The final marker text will then be approved by the director of the South Carolina Department of Archives and History, and copies will be sent to the applicant, the Department of Transportation, and Sewah Studios. The approval process generally takes from three to six months; marker applications are reviewed, revised, and approved in the order in which they are received.

Draft preliminary marker texts should be accompanied by documentation of the history and significance of the property being proposed for a historical marker. Footnotes or endnotes are not required, but copies of relevant portions of major primary and secondary sources used (including family papers; county and state government records; church, school, or cemetery records; newspaper, magazine, or journal articles; and county, city, or town histories, church histories, biographical sketches, or other pertinent sources) should be included.

The coordinator of the South Carolina Historical Marker Program will advise applicants on the procedures for ordering historical markers once the final text is approved. It usually takes Sewah Studios, the foundry which casts historical markers for South Carolina and many other states, six to twelve weeks to cast and ship a particular marker once payment is received. The entire approval process may take up to a year from first application to shipment of the completed marker.

Marker Dedication Ceremonies

Many historical markers, though not all of them, are dedicated or unveiled with ceremonies that range from the simple to the elaborate. The coordinator of the South Carolina Historical Marker Program can help you plan a ceremony and representatives from the South Carolina Department of Archives and History can usually attend.

Maintenance & Replacement

There are no state funds for maintenance or replacement of historical markers; sponsoring organizations are responsible for any maintenance necessary, most often no more than a simple cleaning or repainting, or for replacing destroyed or badly-damaged markers. Our brochure "Cleaning, Repairing, and Repainting Historical Markers" contains more detailed information on the maintenance of markers.

Applications & Further Information

J. Tracy Power

Coordinator

**South Carolina Historical Marker Program
South Carolina Archives & History Center
8301 Parklane Road
Columbia, S.C. 29223-4905
803-896-6182 FAX 803-896-6167
power@scdah.state.sc.us**

Appendix E

Great Branch Community Center
2890 Neeses Highway
Orangeburg, SC 29115

Honorable Joe Johnson
1345 Huckleberry Lane
Orangeburg, South Carolina 29111

March 16, 2007

Dear Honorable Johnson:

The residents of the Great Branch community in Orangeburg County are working to restore a Rosenwald Teachers' home that is located ten miles west of Orangeburg on Highway 4. It was built during the 1924-1925 school year with the help of a Rosenwald Fund matching grant. The home was built to house teachers who needed a place to live while teaching in the Great Branch School. The house and the school were built at a time when governmental support for African American education was lacking. Our teachers' home remains today as an example of the original eight built in the state. The Department of Archives and History found that nearly 500 school buildings (including schools, teachers' homes and shops) were constructed in South Carolina, but very few still stand today. This resulted in the National Trust for Historic Preservation listing all Rosenwald schools found throughout the Southeast as one of the 2002 11 Most Endangered Historic Places in the United States. Additionally, South Carolina State University and Claflin University were very instrumental and supportive in the life of the school during the 1920s-1950s. Not only did the teachers train on the campuses, but also regular site visits and demonstrations helped the school better serve its students and community.

Currently, the home is the only building still standing of the four that made up the campus of the Great Branch School. We realize the value of this building and are working diligently to raise the funds needed to restore it. Once the restoration is complete, it will house an archival room with artifacts from the home and school that we would like for local students to visit on field trips. There will be a computer center to serve families in our area who do not have Internet access for research, job development, and projects, and a senior citizen area that will focus on health, nutrition and socialization.

The building requires major restoration and we will need help from all of the community to make this a reality. Over the past year, we have raised \$3,000 by holding a variety of fundraisers. We also received a \$25,000 grant from the South Carolina Department of Parks, Recreation and Tourism. Additionally, we have secured the services of an architect who has drawn current plans and the plans necessary to complete the project, which is divided into phases. Currently, we are engaged in Phase I, which includes the stabilization of the building and work to the exterior. During this time, we submitted a National Register of Historic Places nomination that received the State Review Board's approval and now awaits final approval by the National Park Service.

We would like to meet with you and show you the project in its infancy so that you will be able to see the need and upon completion see what your partnership with us has supported. Thank you for your attention to this matter. We look forward to hearing from your office regarding a convenient time to meet.

Sincerely,

Rosa Kennerly
Grants Writer

Appendix F

Top 10 Tips for Local Media Relations

By Joanne Fritz

<http://nonprofit.about.com/od/nonprofitpromotion/tp/localmedia.htm>

Most of the news and information you see on the TV news or in the daily newspaper is generated by people just like you. They send information to the media, usually via news releases and personal contact.

The best media outlets won't run your news releases verbatim, but they will use the information from them, supplemented with a call to you or a spokesperson.

Here are some tips for getting your organization noticed by your local media.

1. Get to know the media that are most likely to cover you.

Read and watch the media in your local area. Subscribe to the newspapers and magazines; watch the local news; bookmark media websites; and join any organizations where you are likely to meet reporters and editors (some cities have press clubs that you can join).

2. Learn the names of the reporters who cover the beats most significant to you.

For instance, health reporters or sports reporters may be the ones who would be interested in your news. Then you can send your information directly to them rather than just to the "editor."

Don't forget more specialized reporters such as the society page editor who might be interested in your special event if it involves community leaders. The calendar page editor will want your event listings. Most

newspapers also carry a list of volunteer opportunities, so find out who writes those.

3. Get to know reporters personally.

Start by arranging a short meeting at their papers or TV stations to introduce yourself. Be considerate of their busy schedules and make it brief. Drop off some printed material or personally deliver that press release instead of mailing or emailing it. Over time, you will have other opportunities to develop these contacts into more familiar relationships.

4. Send complimentary copies of your publications to reporters.

Instead of just sending these out with your mass mailings, personally send a copy with your business card attached. You can also attach a note directing the reporter to some item in the publication that might be of particular interest. Send an invitation to your special event to the appropriate reporter. Even if you don't really expect the reporter to attend, the invitation will remind him or her of you and your organization.

5. Keep up with the personnel changes at your favorite media outlets.

The turnover in the media is often rapid. Develop your own media list and keep it up-to-date. You may be able to subscribe to a media list for your locality, but it can't substitute entirely for your own meticulously kept list.

6. Always give the media information that is newsworthy.

Your information should be new, noteworthy, and relevant to a large share of the public. Reporters are not interested in yesterday's news, items that are of interest only internally to your organization, or routine events.

Provide reporters with good human interest stories. Invite staff and volunteers at your organization to let you know about good story ideas that you might be able to pitch to the media. The best ideas often come from people who are on the front lines of your organization.

7. Develop a “virtual” media kit that resides on your organization’s website.

Include the history of your nonprofit, its mission and goals, brief profiles and photos of key staff and board members, the most recent news releases, and a downloadable PDF of the current annual report. Busy reporters will appreciate being able to access this information easily.

8. Take advantage of breaking news stories to promote your organization.

The best way to do this is to develop a cadre of “experts” who can speak to the issues your organization addresses. Train these experts (they can be staff members and/or volunteers) and make them available to reporters.

9. Make yourself available to the media at any time.

Give them a home or cell number where they can reach you day or night. Put that number in your online media kit. Include it on your business card. When you receive a call from a reporter, get back to him or her as soon as you can. Reporters are working on deadline and will appreciate your rapid response.

10. Always thank a reporter for his or her coverage.

Send a hand written thank-you note. Plus, never nitpick over minor inaccuracies. Corrections appear in small type on a back page. They are not worth your effort or of running the risk of irritating a reporter or editor.

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Appendix G

Internet Resources for Rehabilitation Projects

ASSOCIATION FOR PRESERVATION TECHNOLOGY

www.apti.org/

APT is a professional organization that focuses on the technical aspects of historic preservation projects.

NATIONAL PARK SERVICE

Technical Preservation Services:

www.nps.gov/history/hps/tps/

Standards for Rehabilitation:

www.nps.gov/history/hps/tps/standards/rehabilitation.htm

Illustrated Guidelines for Rehabilitation:

www.nps.gov/history/hps/tps/standguide/rehab/rehab_index.htm

Preservation Briefs:

www.nps.gov/history/hps/tps/briefs/presbhom.htm

Publications Catalog:

www.nps.gov/history/hps/tps/tpscat.htm
This link provides a list of NPS publications and the cost of each.

Electronic Rehab:

www.nps.gov/history/hps/tps/e-rehab/
This web class provides information about good rehabilitation practices.

Checklist for Rehabilitating Historic Buildings:

www.nps.gov/history/hps/tps/cheklist.htm
This checklist gives a good framework for planning a rehabilitation project.

Rehab Yes/No Learning Program:

www.cr.nps.gov/hps/rehabyes-no/
This link provides access to information about appropriate and inappropriate work.

From the Roof Down . . . and Skin Deep:

www.cr.nps.gov/hps/tps/roofdown/index.htm

This link provides information about exterior maintenance and repair.

All Wet and How to Prevent It:

www.nps.gov/history/hps/tps/allwet/

This link provides information about managing moisture in historic buildings.

The Walk Through:

www.nps.gov/history/hps/tps/walkthrough/

This web class helps you identify the character of historic buildings.

OLD HOUSE JOURNAL

www.oldhousejournal.com/

This publication is geared to the homeowner and provides advice about appropriate work.

PARTNERS FOR SACRED PLACES

www.sacredplaces.org/

This non-profit group provides guidance and assistance for historic religious buildings.

SC DEPARTMENT OF ARCHIVES AND HISTORY

www.state.sc.us/scdah/histrcpl.htm

The website for the Department describes programs and services that can assist historic preservation projects.

TRADITIONAL BUILDING MAGAZINE

www.traditional-building.com/

This publication provides sources for materials for rehabilitation projects. Of particular note are the "Source Lists" which provide a remarkable amount of information about the suppliers.

Updated 7/5/07

National Park Service's Preservation Briefs

Preservation Briefs are available on the National Park Service website at:
www.cr.nps.gov/hps/tps/briefs/presbhom.htm

Preservation Briefs help readers recognize and resolve common preservation repair problems. Published by the National Park Service, the briefs are designed to give owners, managers, and developers of historic properties up-to-date and expert advice. The pamphlets range from ten to twenty pages and include illustrations.

You can order up to five briefs free-of-charge from the State Historic Preservation Office, or you can purchase any number you want from the Superintendent of Documents.

- No. 1: *Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings. Revised*
- No. 2: *Re-pointing Mortar Joints in Historic Masonry Buildings. Revised*
- No. 3: *Conserving Energy in Historic Buildings*
- No. 4: *Roofing for Historic Buildings*
- No. 5: *Preservation of Historic Adobe Buildings. Not available for the State of South Carolina*
- No. 6: *Dangers of Abrasive Cleaning to Historic Buildings*
- No. 7: *The Preservation of Historic Glazed Architectural Terra Cotta*
- No. 8: *Aluminum and Vinyl Siding on Historic Buildings*
- No. 9: *The Repair of Historic Wooden Windows*
- No. 10: *Exterior Paint Problems on Historic Woodwork*
- No. 11: *Rehabilitating Historic Storefronts*
- No. 12: *The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)*

- No. 13: *The Repair and Thermal Upgrading of Historic Steel Windows*
- No. 14: *New Exterior Additions to Historic Buildings: Preservation Concerns*
- No. 15: *Preservation of Historic Concrete: Problems and General Approaches*
- No. 16: *The Use of Substitute Materials on Historic Building Exteriors*
- No. 17: *Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character*
- No. 18: *Rehabilitating Interiors in Historic Buildings: Identifying and Preserving Character-Defining Elements*
- No. 19: *The Repair and Replacement of Historic Wooden Shingle Roofs*
- No. 20: *The Preservation of Historic Barns*
- No. 21: *Repairing Historic Flat Plaster Walls and Ceilings*
- No. 22: *The Preservation and Repair of Historic Stucco*
- No. 23: *Preserving Historic Ornamental Plaster*
- No. 24: *Heating, Ventilating, and Cooling Historic Buildings: Problems and Recommended Approaches*
- No. 25: *The Preservation of Historic Signs*
- No. 26: *The Preservation and Repair of Historic Log Buildings*
- No. 27: *The Maintenance and Repair of Architectural Cast Iron*
- No. 28: *Painting Historic Interiors*
- No. 29: *The Repair, Replacement and Maintenance of Historic Slate Roofs*
- No. 30: *The Preservation and Repair of Historic Clay Tile Roofs*
- No. 31: *Mothballing Historic Buildings*
- No. 32: *Making Historic Properties Accessible*
- No. 33: *The Preservation and Repair of Historic Stained and Leaded Glass*

No. 34: *Applied Decoration for Historic Interiors: Preserving Composition Ornament*
 No. 35: *Understanding Old Buildings: The Process of Architectural Investigation*
 No. 36: *Protecting Cultural Landscapes: Planning, Treatment and Management of Historic Landscapes*
 No. 37: *Appropriate Methods for Reducing Lead-Paint Hazards in Historic Housing*
 No. 38: *Removing Graffiti from Historic Masonry*
 No. 39: *Holding the Line: Controlling Unwanted Moisture in Historic Buildings*
 No. 40: *Preserving Historic Ceramic Tile Floors*
 No. 41: *The Seismic Retrofit of Historic Buildings: Keeping Preservation in the Forefront*

No. 42: *The Maintenance, Repair and Replacement of Historic Cast Stone*
 No. 43: *The Preparation and Use of Historic Structure Reports*
 No. 44: *The Use of Awnings on Historic Buildings; Repair, Replacement, and New Design*
 No. 45: *Preserving Historic Wood Porches*
 No. 46: *The Preservation and Reuse of Historic Gas Stations*

MAIL REQUEST TO:
 SC State Historic Preservation Office
 SC Department of Archives and History
 8301 Parklane Road
 Columbia, SC 29223-4905
 Attention: Deborah Jackson or
 FAX: 803-896-6167 or
 Email: Jackson@scdah.state.sc.us

Order Form

PRESERVATION BRIEFS (*order up to 5 at no charge*)

BRIEF NO. ____ BRIEF NO. ____ BRIEF NO. ____ BRIEF NO. ____ BRIEF NO. ____

MAILING INFORMATION:

Name _____

Company or Organization _____

Street or PO Address _____

Daytime Telephone _____

City/State/Zip _____

Location of Property (for mailing addresses outside of SC*)

*Only requests from South Carolina residents or for South Carolina properties will be filled. If you are outside South Carolina, contact the state historic preservation office for your state for assistance. A list of state historic preservation offices can be found at www.ncshpo.org/stateinfo/.

Additional Briefs may be ordered from the U.S. Government Online Bookstore at <http://bookstore.gpo.gov/>

September 2007

Examples of General Questions to Ask Contractors, Architects, and Other Professionals

- ◆ How long have you been in business?
 - ◆ Where is your office address?
 - ◆ Is your company a member of the Better Business Bureau, the local Chamber of Commerce, or a local union?
 - ◆ Ask for the name of 3 references that had similar projects completed in the last year and one whose was completed two years ago.
 - ◆ What types of insurance do you carry? Contractors should have personal liability, workers' compensation, and property damage coverage.
 - ◆ Have you done work in my town before?
 - ◆ Have you ever had disciplinary action filed against you by any state or local agency? Why and how was it resolved?
 - ◆ How long have you been working as a general contractor/carpenter/architect, etc.?
 - ◆ How did you learn your skill? What is your level of skill in this area? Do you have any certifications?
 - ◆ What is the most complicated job you have done using these skills? How did that job turn out?
 - ◆ How often do you take classes and attend seminars to expand and refresh your skills?
 - ◆ How often do you communicate with your customers as the job is progressing?
 - ◆ How quickly could I reach you in an emergency?
 - ◆ Who fills in for you when you are not available?
 - ◆ How often would we be able to walk through the job? How much notice would you need?
 - ◆ How much time will you spend on our job each week, either on site or in planning?
 - ◆ How many jobs do you currently have going? How many workers are used to manage those jobs?
 - ◆ How many jobs do you typically handle at once?
 - ◆ Ask the contractor to explain how a situation with an unsatisfied customer was resolved.
 - ◆ Will you be using subcontractors on this project? If yes, ask to meet them and make sure they have current insurance coverage and licenses, if required.
 - ◆ What is the time frame for starting the project?
 - ◆ What is your approach to a project of this scope?
 - ◆ What percentage of your business is repeat or referral business?
 - ◆ Will a permit be necessary for this project?
 - ◆ Do you supply notarized affidavits or release of liens BEFORE I give you payments of any kind? This must be a "YES!" It is unconditional.
 - ◆ Have you ever declared bankruptcy or operated a company under a different name?
- Please visit the website references below for more question ideas.*
- Hallmark Homes. *Find the Right Contractor — 8 Steps to Find a Professional*. P.O. Box 1810, Charlestown, RI 02813
www.modular-usa.com/new/contractor/.
- Carter, Tom. *Ask the Builder. 50 Contractor Interview Questions*. P.O. Box 36352, Cincinnati, OH 45236
www.askthebuilder.com/B255_50_Contractor_Interview_Questions.shtml.
- Beatty, Allison E. *RenovatorsPlace. Detailed Questions to Ask a Contractor*.
www.renovatorsplace.com/includes/article-printable.cfm?artID=126.
- Federal Trade Commission. *Home Sweet Home Improvement*. 877-382-4357
www.ftc.gov/bcp/conline/pubs/services/homeimpv.shtm.
- Sarah Susanka. *The Not So Big House. "Selecting an Architect."*
<http://www.notsobighouse.com/global/images/questions4architect.pdf>

Appendix H

Grant Programs for Historic Preservation Projects State Historic Preservation Office S.C. Department of Archives & History

Please note: the following descriptions are very brief and do not include all grant restrictions and requirements.

American Battlefield Protection Program

(ABPP) Grants: Federal, state, local, and tribal governments, nonprofit organizations and educational institutions are eligible for these grants. The grants are for projects that lead to the protection of battlefield land and sites associated with battlefields. Types of eligible projects range from historical research to archaeological surveys to preservation plans to public education. The grants do not fund land acquisition or capital improvement projects. Grant awards are made once each year. The average grant is around \$29,000. The ABPP is a program of the National Park Service. For more information, visit the ABPP website at www.nps.gov/history/hps/abpp/.

Preserve America Grants: Eligible applicants for these federal grants include designated *Preserve America* communities and neighborhoods, Certified Local Governments (CLGs) in the process of applying for *Preserve America* designation, State Historic Preservation Offices, and Tribal Historic Preservation Offices. The grants, which are administered by the National Park Service, support preservation efforts through heritage tourism, education, and historic preservation planning. Each grant requires a dollar-for-dollar match. The minimum grant request is \$20,000; the maximum grant request is \$150,000. More information about *Preserve America* communities and the *Preserve America* grants program is available at www.preserveamerica.gov/.

Preservation Fund Grants: Administered by the National Trust for Historic Preservation, these grants are awarded to nonprofit organizations and public agencies for preservation planning and education efforts. The matching grants range from \$500 to \$5,000 (typically from \$1,000 to \$2,500). Funds may be used to obtain professional expertise in areas such as architecture, archaeology, engineering, preservation planning, land-use planning, fund raising, organizational development, and law as well as preservation education activities to educate the public. Application deadlines are February 1, June 1, and October 1. For more information, contact the Southern Office of the National Trust for Historic Preservation at 843-722-8552 or soro@nthp.org.

Save America's Treasures Grants: These grants, which are administered by the National Park Service, are awarded for preservation work on nationally significant historic structures and sites. Grant amounts range from \$250,000 to \$1 million. All the awards must be matched. Nonprofit organizations, units of state or local government, federally recognized Indian Tribes, and some federal agencies are eligible to apply. The State Historic Preservation Office reviews plans for funded projects. More information about *Save America's Treasures* grants is available at www.saveameericastreasures.org/.

Please note: Properties are listed in the National Register at the local, state, or national level of significance. Most properties are listed at the state or local level. Only a small percentage meets the National Park Service standard for national significance. Check with the State Historic Preservation Office at chandler@scdah.state.sc.us or 803-896-6179 to

determine if your property is listed at the national level before you begin the application process.

South Carolina Conservation Bank Grants:

The Conservation Bank was created to protect the state's significant natural resource lands, wetlands, historical properties, and archaeological sites. The Bank will provide grants or loans for the outright purchase of a property or the acquisition of an easement to protect a property. Eligible recipients of the grants include not-for-profit charitable corporations or trusts whose principal activity is the acquisition and management of interests in land for conservation or historic preservation purposes; municipalities of the state; the SC Department of Natural Resources; the SC Forestry Commission; and the SC Department of Parks, Recreation and Tourism. There must be some provision for public access to the property that is protected. There are two application cycles each year with deadlines on March 31 and July 31. For more information call Marvin N. Davant, Director of the SC Conservation Bank, at 803-734-3986, or visit the Conservation Bank website at <http://sccbank.sc.gov/>.

State Historic Preservation Office Grants:

The State Historic Preservation Office of the S.C. Department of Archives and History administers federal survey and planning grants that can help organizations, institutions, and government entities plan for preserving historic properties. The grants can fund historical/architectural surveys, National Register nominations, preservation planning projects, and preservation education efforts. In addition, projects located within cities, towns, or counties that are Certified Local Governments (CLGs) may also be eligible for "bricks and mortar" grants. (A list of CLGs in South Carolina is available at www.state.sc.us/scdah/hpclglist.htm.) Eligible "bricks and mortar" projects include stabilizing historic buildings or structures and protecting them from the adverse effects of the weather. All grants require a 50/50 match. More

information is available at www.state.sc.us/scdah/fedbro.htm or contact sauls@scdah.state.sc.us or 803-896-6172.

Transportation Enhancement Grants: These grants, administered by the SC Department of Transportation (SCDOT), can fund a range of activities to enhance the transportation experience. Eligible categories include (but are not limited to) acquisition of scenic or historic sites; historic preservation; rehabilitation and operation of historic transportation properties; archaeological research and planning; scenic or historic highway programs; establishment of transportation museums; and landscaping and streetscape improvements. All historic preservation projects must be directly related to the transportation system and involve properties that are listed in or eligible for the National Register. Local governments or state agencies are eligible to receive the grants. A 20% match is required. The State Historic Preservation Office reviews plans for funded projects that affect historic properties. Grants in urban areas are administered by the Metropolitan Planning Organizations. There is an annual statewide competitive grants cycle for projects in the rural areas. More information is available at www.dot.state.sc.us/community/tep.shtml.

Rural Development Grants:

The Rural Development Office of the USDA administers the Community Facilities Program that offers grant funds for developing essential community facilities in rural areas. These funds can apply for new and existing construction. Federal grant funds may be used to pay up to 75% of the cost to develop the essential community facility. The remaining 25% becomes the applicant's responsibility. Other funding participation through leveraging, local fundraising, other CF financial assistance, or applicant contributions can be used as a match. There are population and median household income restrictions. More information is available at www.rurdev.usda.gov/ or by calling 803-765-5163.

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South Carolina Archives and History's Top Ten Tips for Getting Money

1. **Questions:** Ask the granting agency any questions you can think of — their mission is to answer questions and assist you with your application.
2. **Read Directions:** Follow the application directions closely — if you have questions, ASK.
3. **Threshold Criteria:** These are items that must be included for your application to even be considered, or cross the "threshold" into competition for a grant. If even ONE is missing, your application will not be considered.
4. **Explain the Project:** Pretend the granting agency knows nothing about your project, even though you have spoken with them. Explain it fully, completely, concisely. Clearly demonstrate what you hope to accomplish.
5. **Consult:** Look to others with experience to review and help with your grant. Talk to the professionals (architects, consultants, contractors) that you are considering using for the project BEFORE you submit the application. Look at successful grant applications and projects. Ask for examples and copy them. Do not reinvent the wheel.
6. **Time:** You cannot start working on your application too soon. Allow lots of time, especially for review of your application. Leave time for the granting agency to review it and ask others to proof and edit your application.
7. **Target the Project:** Specifically identify what the grant funds will be spent on. The end result of the project should be defined and if it is a part of a phased project, explain how the phases will work.
8. **Neatness:** Granting agencies read the applications you produce so neatness is always a consideration. Do not confuse the reviewers and hurt your application with misspelled words and faulty grammar.
9. **Matching Money:** Have secure matching sources — grants will not wait on fundraising to occur. Most grants that fail have no match. Cash match is preferred over in-kind.
10. **Deadlines:** Be aware of deadlines and understand the restrictions that a grant award will place on the project. (Like covenants, procurement, Secretary of Interior's Standards, bidding, and general rules of operation).

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